

5. The cooler of claim 1 further comprising:
  - a lid including an outer layer and an inner layer quilted to form a plurality of gel pockets.
6. The cooler of claim 5 wherein the lid is sealably connected to the sidewalls.
7. The cooler of claim 6 wherein the connection is selected from the group consisting of a zipper, Velcro, clips, and snaps.
8. The cooler of claim 1 further comprising:
  - a bottom including an outer layer and an inner layer quilted to form a plurality of gel pockets.
9. The cooler of claim 8 wherein the bottom is fixedly attached to the sidewall.
10. The cooler of claim 8 wherein the bottom is attached to the sidewall with a method selected from stitching and hot sealing.
11. The cooler of claim 9 further comprising:
  - a bottom flap foldable attached to a seam between the bottom and the sidewall.
12. A method for constructing a cooler, the method comprising:
  - providing an inner wall and an outer wall;
  - creating a pouch with the inner and outer walls;
  - partially filling the pouch with a gel;
  - creating a first gel filled portion by sealing the partially filled pouch to contain the gel;